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FIG. 1

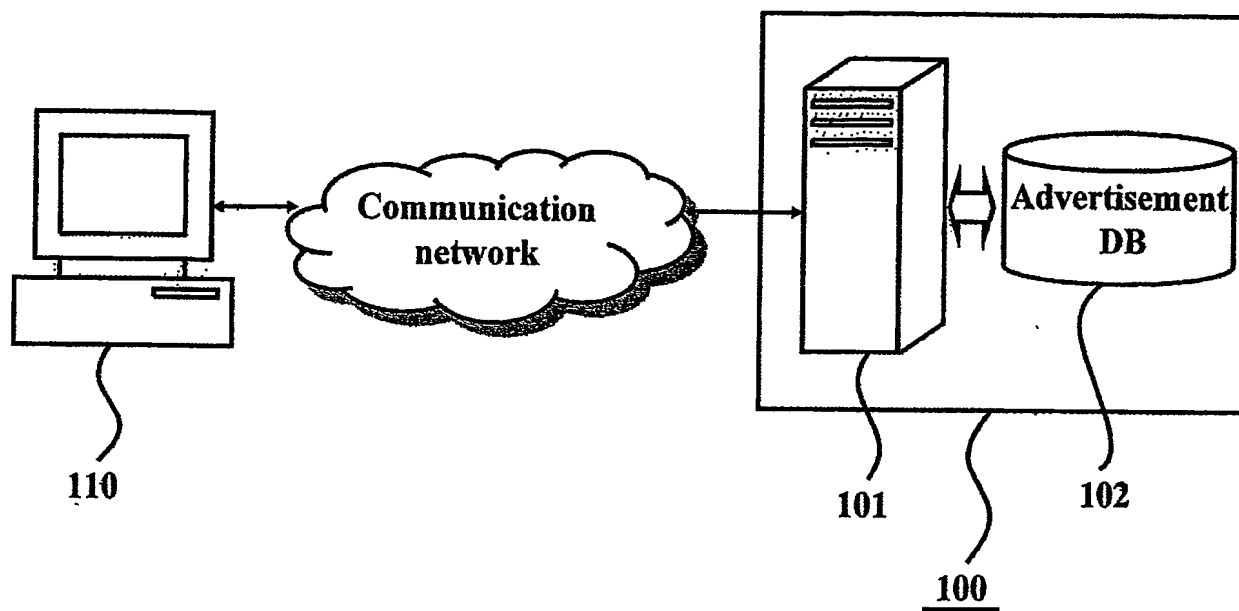


FIG. 2

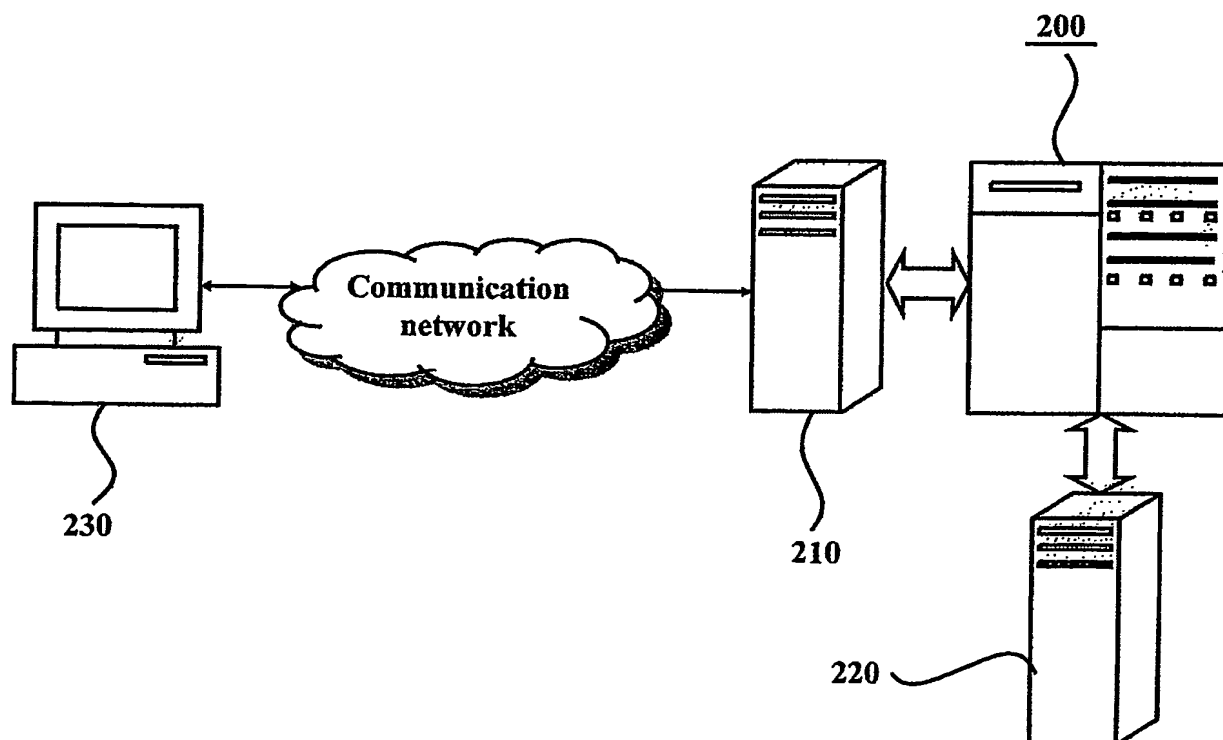


FIG. 3

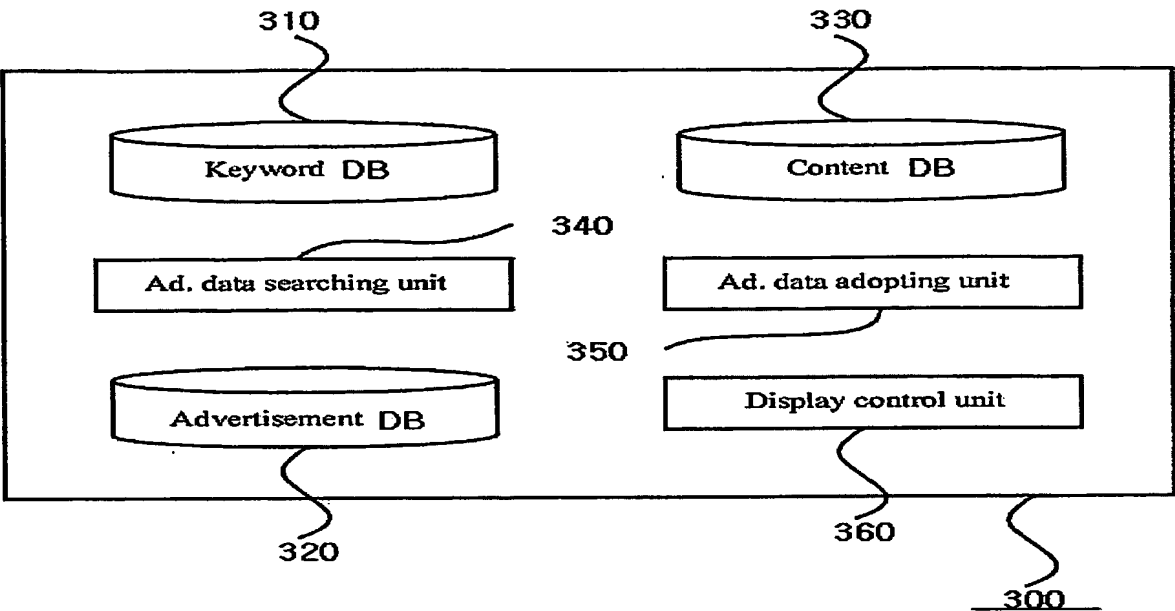


FIG. 4

Category	Advertiser ID	Ad. data	Keyword
Shopping>> electronics, cellular phones>> home electronics	abc123	ad. data 1-1	refrigerator
	def456	ad. data 1-2	keyword 1-2

	...	ad. data 1-N	keyword 1-N
Computer communication>> communication, network>> mobile communication	asdf	ad. data 2-1	keyword 2-1
	zxcv	ad. data 2-2	keyword 2-2

...

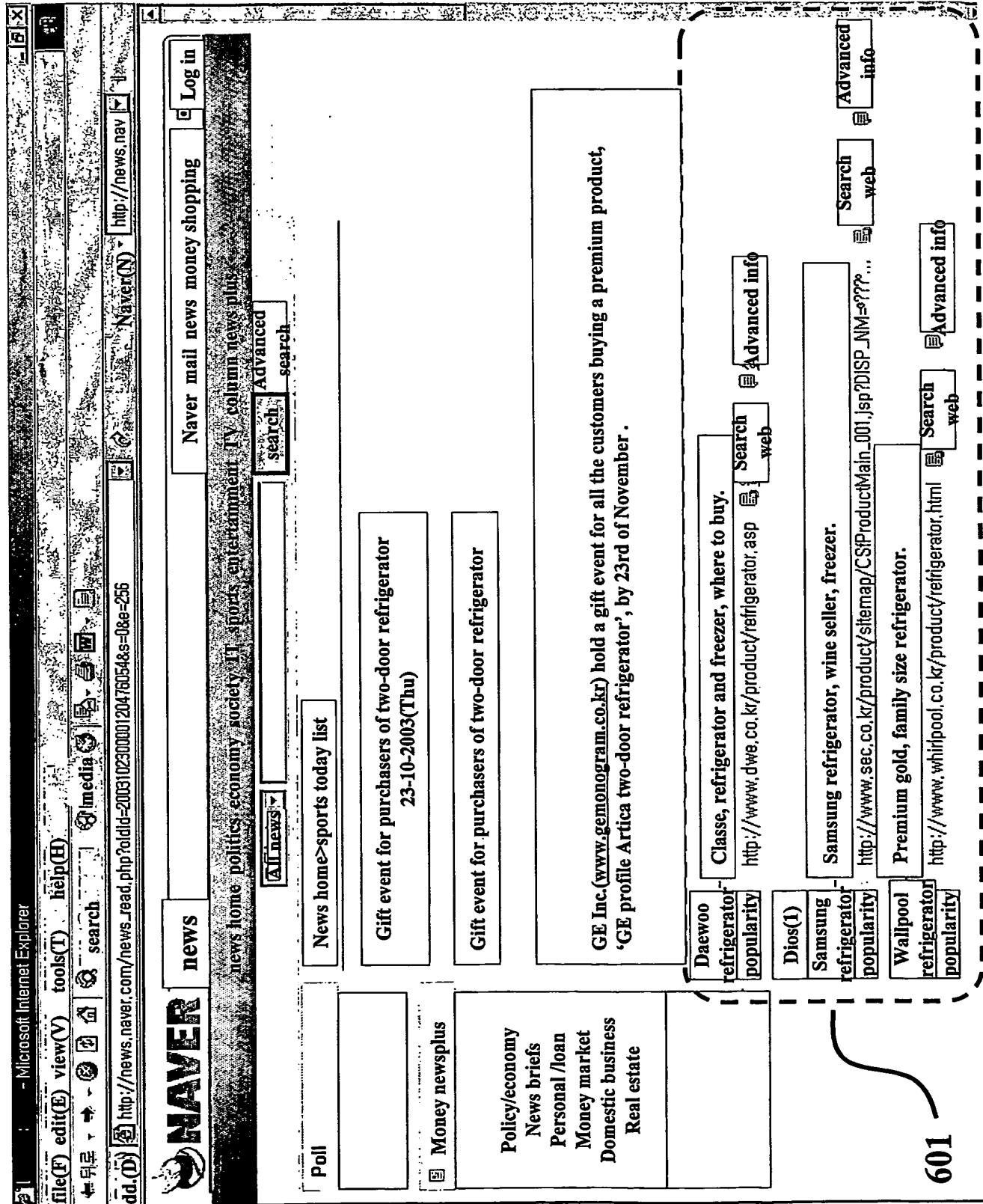
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FIG. 5

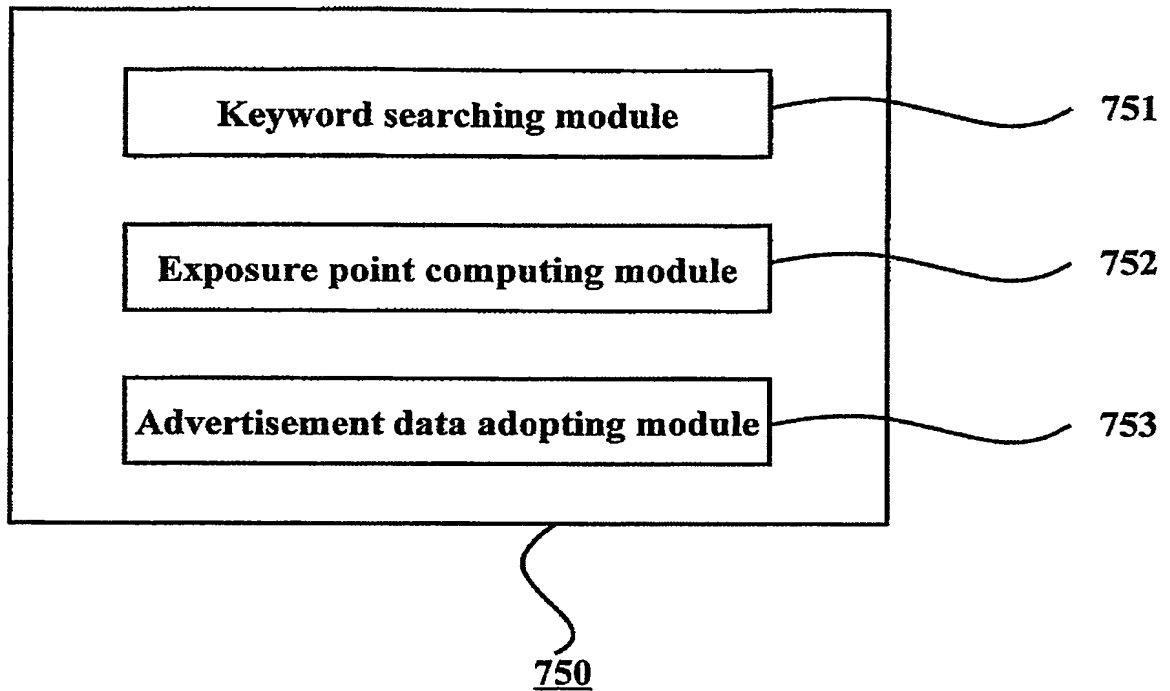
Content ID	Category
http://news.naver.com/news_read.php?oldid=2003102900003866045&s=320&e=545	Health, medicals>>symptoms, disease>>diabetic
http://news.naver.com/news_read.php?oldid=20031029000049955019&s=444&e=694	Shopping>>electronics, cellular phones>>home electronics
...	501 ...
...	...
...	...

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FIG. 6



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FIG. 7**FIG. 8**

Keyword	Location	Evaluation point	Font color	Evaluation point	Font size	Evaluation point	Total
Refrigerator 1	Title	2	Black	1	16	1.6	4.6
Refrigerator 2	Text	1	Black	1	10	1	3
Refrigerator 3	Text	1	Black	1	10	1	3
Refrigerator 4	Sum	1.5	Blue	2	8	0.8	4.3
Exposure point							14.9

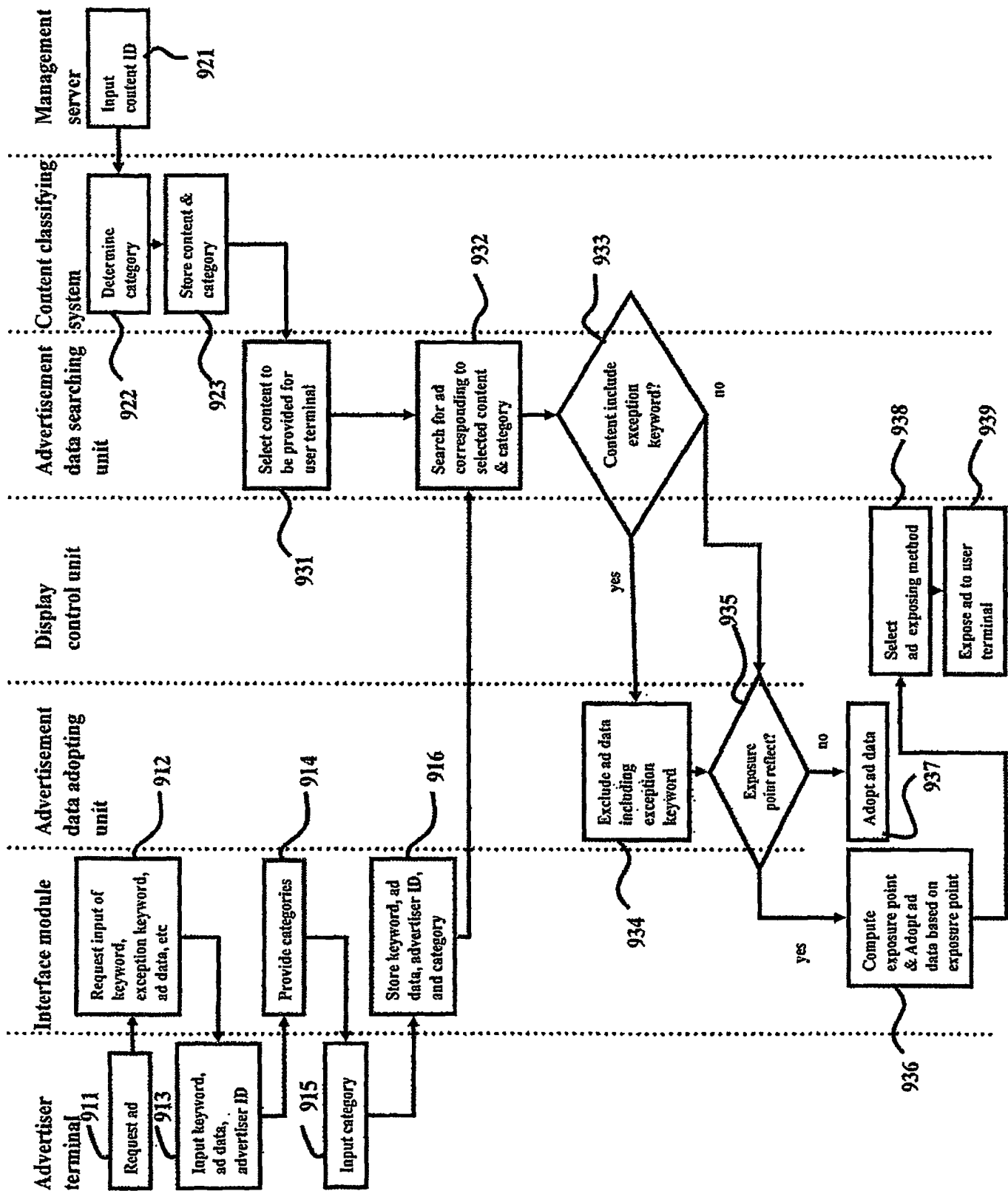
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FIG. 9a

Keyword	Similar Keyword	Expansion Keyword	Exception Keyword
Air conditioner	Air conditioner	Air cooler, electronics	Murder, ...
Refrigerator	...	Electronics	Murder, ...
Inline	Inline	Leisure, Skate	Murder, ...

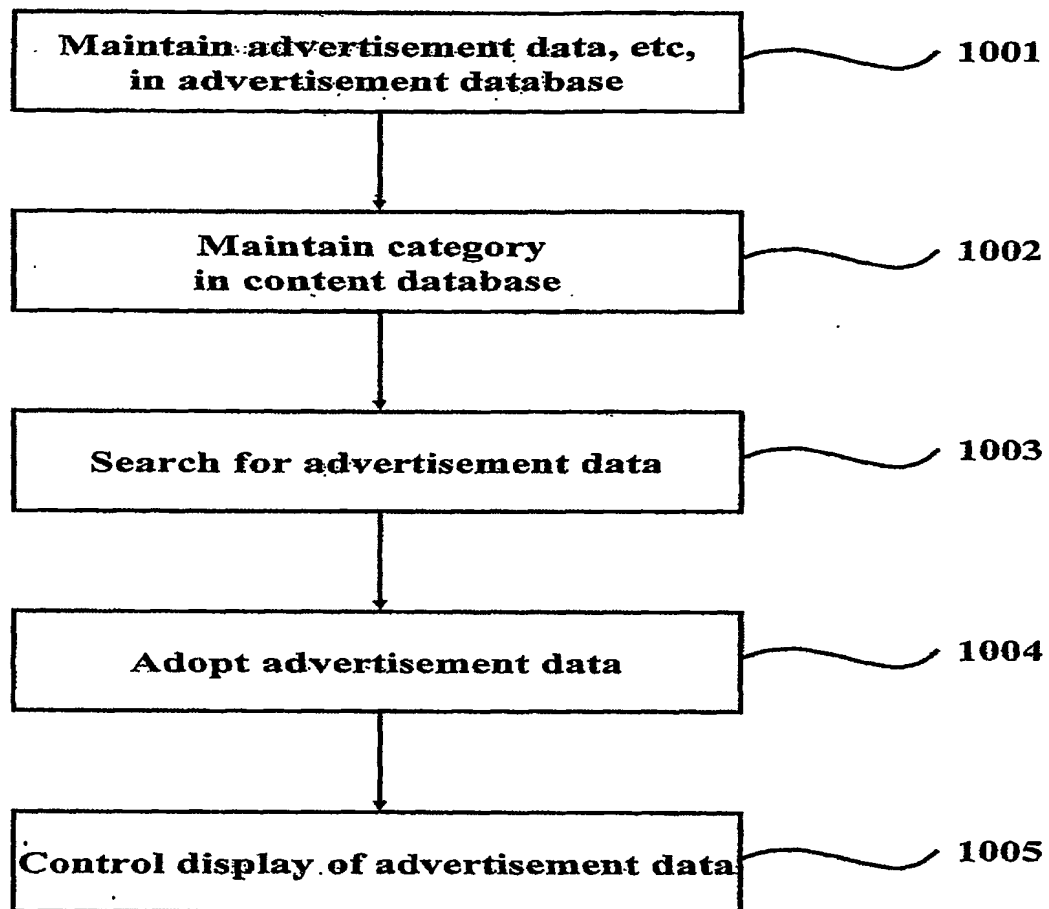
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FIG. 9b



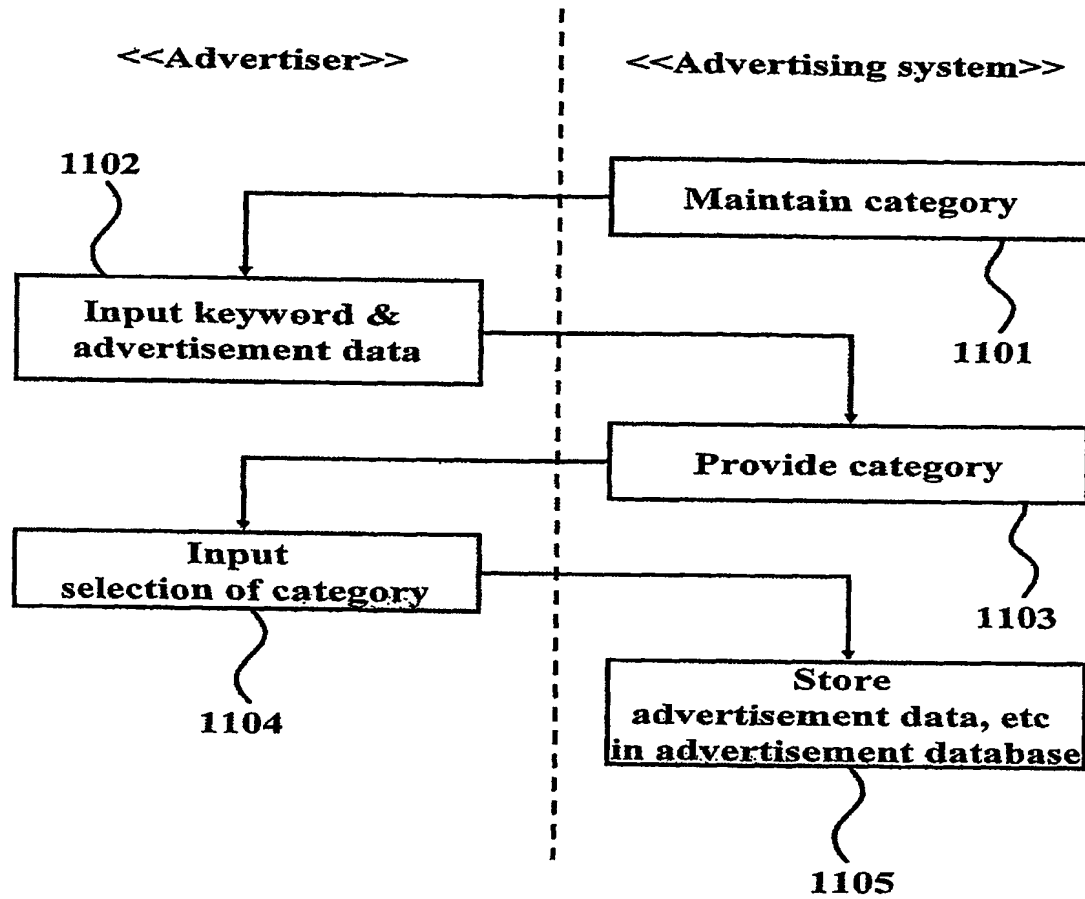
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FIG. 10



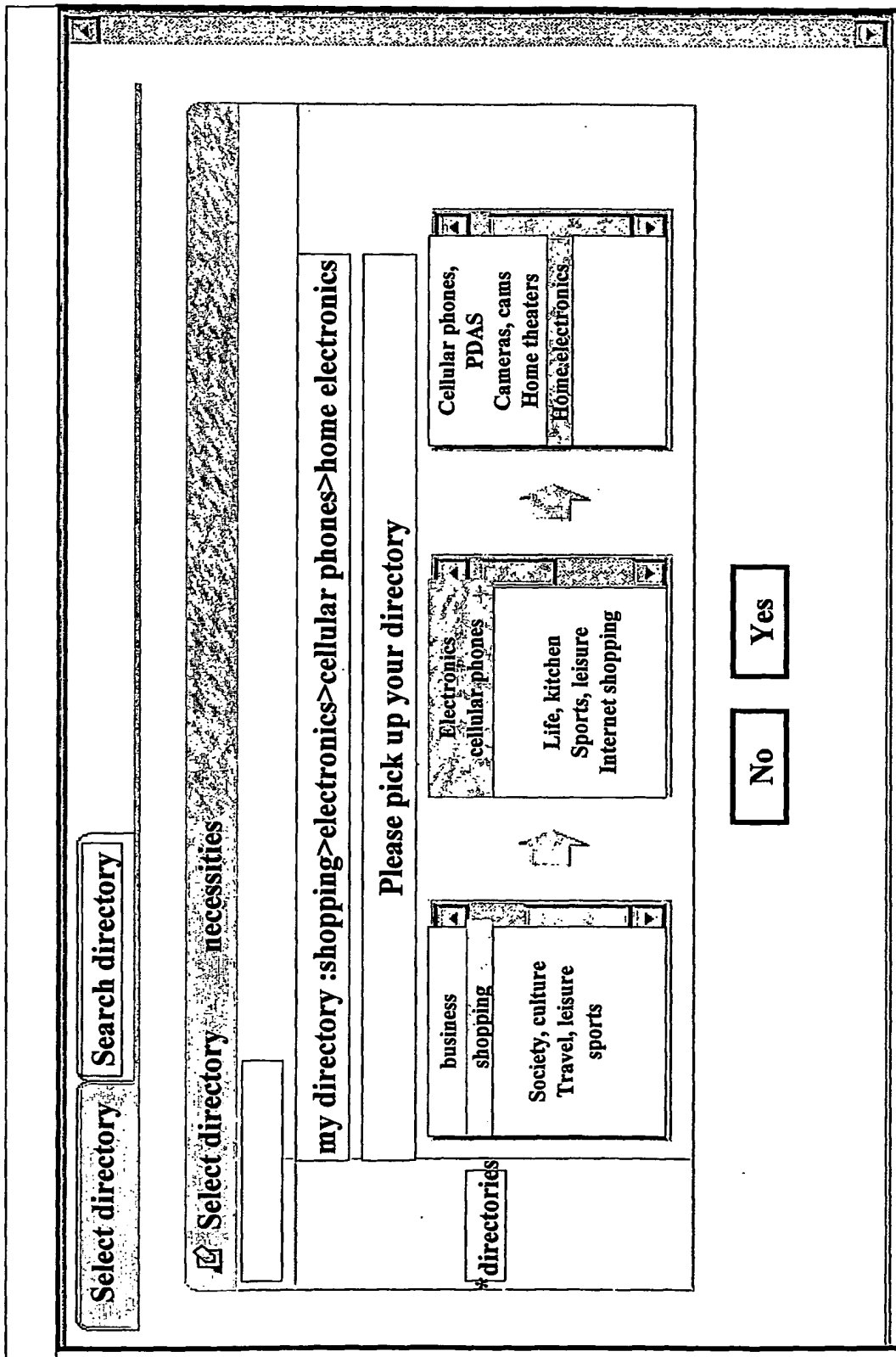
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FIG. 11



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FIG. 12



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FIG. 13